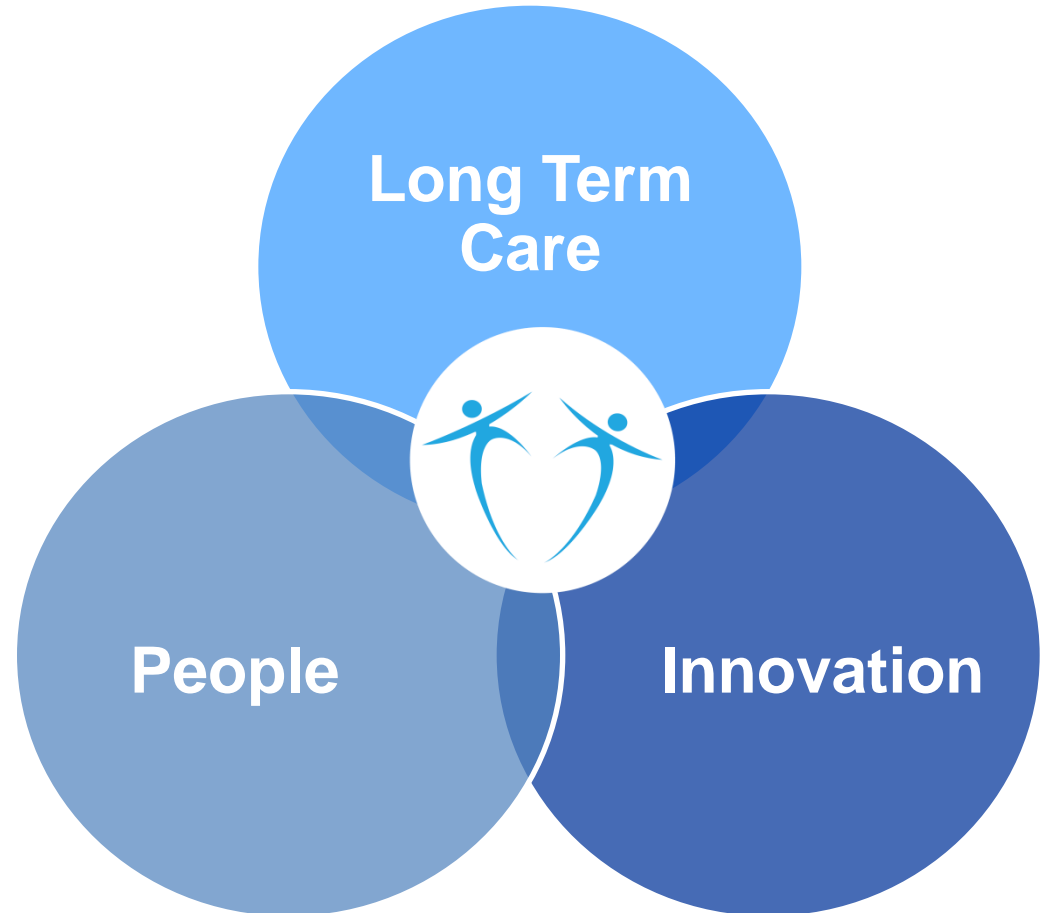


## **Innovation in the Italian Long Term Care Market**

Punto Service Experience

Why is innovation important and why is it lagging behind in the Italian long term care market? Which areas have the greatest potential?

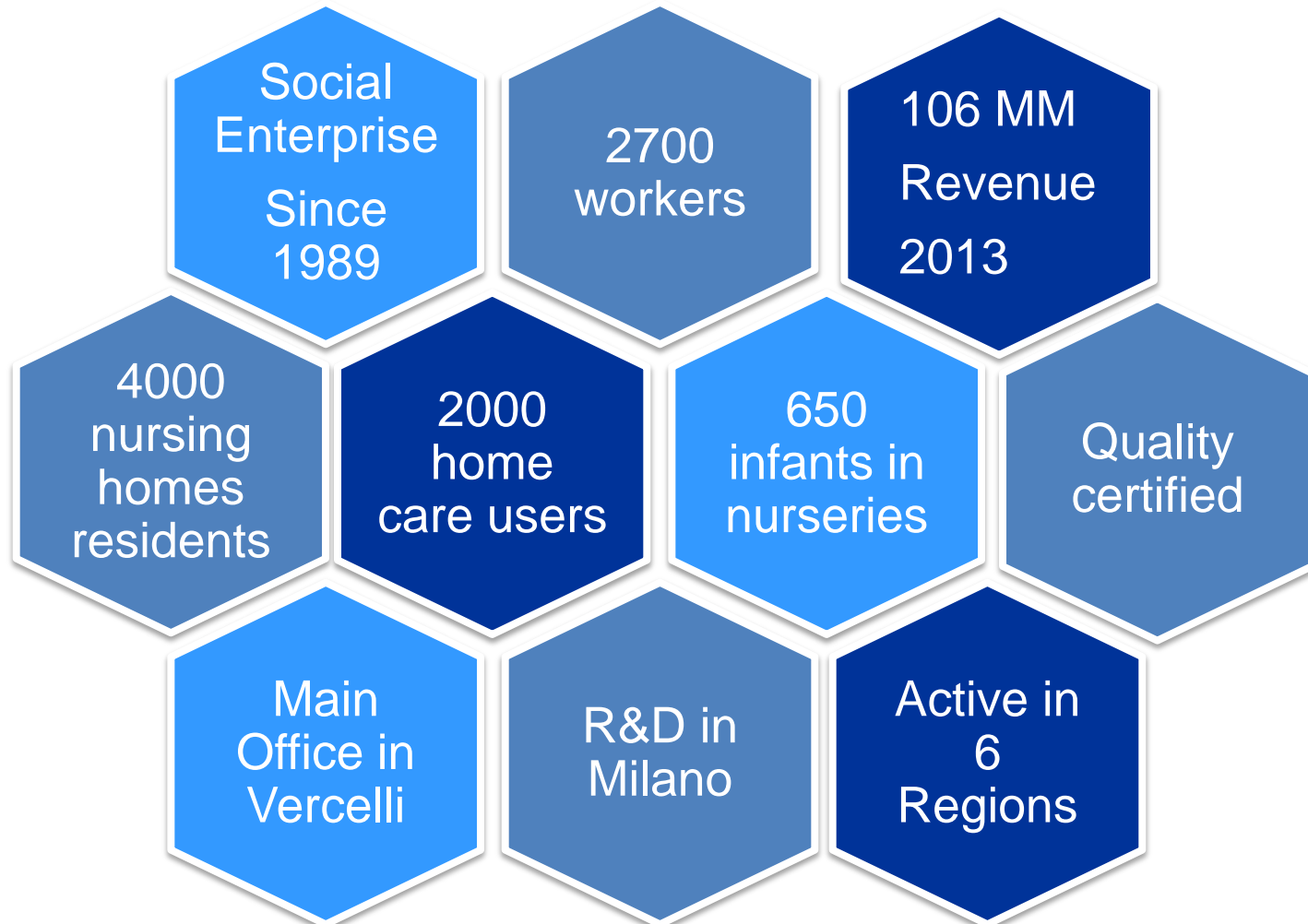




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- Active in Lombardia, Piemonte, Liguria, Emilia Romagna, Toscana, Marche



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## Why is innovation Important?

- Increasing demand vs. decreasing social security and families' budgets
- Requalification of professional caregivers job
- Prevention

## Barriers

- Fragmentation of regulation at regional level
- Low return on investment in technology
- Change resistance

## Opportunities

- Quality targets vs. parameters
- Strengthening of home care/assisted living services
- Broader target of 65-85 self-sufficient elderly
- B2C approach – Focus on end market needs



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## **Punto Service Innovation Goals**

### **More Efficient Services**

Domotics  
Automatization (vital signs monitoring)

### **Specialization by Pathology**

e.g. Alzheimer rehabilitation

### **Interconnected services domicile/nursing homes**

Pooling of resources  
Service Centers

**R&D  
Department in  
Milan**

### **Community**

Community centered approach  
We are social!

### **Process Innovation**

Risk management



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New models of **assisted living**

Personalised care: on demand services

Market segmentation

Innovation driven by **technology** , **people** and regulation